

**PENGARUH BIAYA PROMOSI TERHADAP PROGRAM  
PENJUALAN BERLANGGANAN HARIAN KOMPAS PADA  
PEKAN RAYA JAKARTA 2011 DAN 2012**

Suharjono<sup>1</sup>

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**ABSTRAK**

Penelitian ini bertujuan mengetahui pengaruh antara biaya *sales promotion* terhadap jumlah tiras dan pelanggan hasil penjualan Harian Kompas di PRJ 2011, mengetahui pengaruh biaya *publicity and public relation* terhadap jumlah tiras dan pelanggan hasil penjualan Harian Kompas di PRJ 2012. Data yang diperoleh dalam penelitian ini adalah data sekunder, yaitu data penjualan perusahaan dan data biaya promosi untuk PRJ 2011 dan 2012. Teknik analisis yang digunakan adalah analisis regresi sederhana. Diketahui ada pengaruh biaya *sales promotion* dan promosi *publicity and public relation* baik terhadap jumlah tiras maupun jumlah pelanggan hasil penjualan di PRJ berdasarkan nilai korelasinya yaitu, biaya *sales promotion* mempunyai pengaruh sebesar 100% terhadap jumlah tiras penjualan, dan 98% terhadap jumlah pelanggan, sedangkan biaya *publicity and public relation* mempunyai pengaruh sebesar 94,1% terhadap jumlah tiras penjualan dan 61,7% terhadap jumlah pelanggan. Hasil beta standar menunjukkan bahwa biaya promosi *sales promotion* berdampak lebih besar dibandingkan dengan biaya *publicity and public relation*. Semakin besar biaya promosi yang dikeluarkan, semakin besar volume penjualan. Melalui uji t dua sampel berpasangan diperoleh bahwa biaya *sales promotion* lebih efisien dibandingkan dengan biaya *publicity and public relation* terhadap jumlah tiras yang dihasilkan, tapi biaya *publicity and public relation* lebih efisien dibandingkan dengan biaya *sales promotion* terhadap jumlah pelanggan.

*Kata kunci: Sales Promotion, Publicity and Public Relation, dan Penjualan*

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***THE EFFECT OF PROMOTION EXPENSES ON SUBSCRIPTION SALES  
PROGRAM OF KOMPAS DAILY NEWSPAPER DURING THE JAKARTA FAIR  
2011 AND 2012***

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***ABSTRACT***

*The purposes of this study are to determine the effect of sales promotion expenses and the effect of publicity and public relation expenses to the amount of circulation and subscribers from Kompas Daily Newspaper sales during The Jakarta Fair 2011 and 2012. This study uses secondary data. They are company sales and promotion expense data during The Jakarta Fair 2011 and 2012. The result of simple regression analysis showed that sales promotion as well as publicity and public relational promotion affected both the amount of circulation and subscribers. The correlation value showed that sales promotion expenses affected the amount of sales circulation at 100% and affected the amount of subscribers at 98%. Publicity and public relation expenses affected the amount of sales circulation at 94,1% and affected the amount of subscribes at 61,7%. The value of beta standardize also showed that sales promotion expenses is more effected than the publicity and public relation expenses. The higher promotional expenses, higher sales volume. The value of mean paired t-test two samples showed that sales promotion expenses is more efficient than the publicity and public relation expenses to amount of circulation, but the publicity and public relation expenses is more efficient than sales promotion expenses to amount of subscribers.*

*Keywords: Sales Promotion, Publicity and Publik relation, Sales*

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